

BRAZIL DEVELOPS HIGH-PERFORMANCE SPORTS POLICY TO ENHANCE PREPARATIONS FOR 2016 OLYMPIC GAMES

GUADALAJARA, MEXICO (14 October 2011) – The Brazilian Ministry of Sports arrived today in Guadalajara for the 2011 Pan-American Games, accompanied by 522 Brazilian athletes. In a meeting with local journalists, Brazilian Minister of Sports Orlando Silva discussed Brazil's high-performance sports policy designed to coordinate the goals and management plans for the 2016 Olympic and Paralympic Games among federal, state and municipal governments, Olympic and Paralympic committees, confederations, federations and other organizations.

"The sports policy is not a government plan, but a state policy, similar to Brazil's policies on health and education, which were designed based on extensive discussions with society and parties directly involved," said Minister Silva.

"In addition to the positive impact on the 2016 Games, our plan is designed with a view far beyond the Olympic and Paralympic Games in Rio de Janeiro. We want the plan to further Brazil's position as a global player in the long term," he said.

The 2011 Pan-American Games serve as a five-year mark for the 2016 Olympic and Paralympic Games in Rio de Janeiro, which will be the first-ever held in South America. The competition is expected to have an overall economic impact of US\$ 29.4 billion (R\$ 51.1 billion) on the Brazilian economy, and will generate approximately 120,000 jobs in 2016, according to a study by the Institute of Administration Foundation (Fundação Instituto de Administração).

Brazil's Athlete Grant Program

The Brazilian Ministry of Sports has provided financial support for 198 of the 522 athletes traveling to Guadalajara through the Athlete Grant Program (Bolsa-Alela), with federal government investments totaling more than US\$ 2.4 million (R\$ 4.3 million).

The Athlete Grant Program was established in 2005, and is considered a leading global initiative for individual sports sponsorship. Since its inception, the program has assisted 13,852 high-performance athletes with direct federal government investment in Brazilian athletes of approximately US\$ 129.2 (R\$ 224.2 million).

Fabiana Beltrame, grant recipient and rower participating in the 2011 Pan-American Games, previously received the first gold medal for Brazil in rowing during the September 2010 tournament held in Slovenia. In June 2011, Beltrame also won the World Rowing Cup regatta, becoming the first Brazilian athlete to win the race.

Brazil's Preparations on Track for 2016 Games

In a visit to Rio de Janeiro in June 2011, the Coordination Commission of the International Olympic Committee (IOC) for the Rio 2016 Olympic and Paralympic Games praised Brazil's level of organization and progress of construction works for the event. Committee President Moroccan Nawal El Moutawakel was impressed with the "passionate support" from Brazil's federal, state and municipal governments.

On August 6, 2011, Brazil held the first official opening of the Athletes Park in the district of Jacarepaguá, which will serve as a leisure area for athletes. Rio de Janeiro is continuing infrastructure and construction works to ensure preparations are on track for the 2016 Games.

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